

## **Keyword Marketing Optimization – April 2025**

- LabelMaster was investing in paid keywords without full visibility into which ones were truly driving returns.
- There were overlapping efforts between paid and organic search, and limited insight into where to cut costs or reinvest.
- These gaps made it difficult to prioritize spending, reduce duplication, and optimize campaign-level performance.

#### Our Goal:

- Build a scalable, intelligent solution to classify keywords based on return on investment and organic visibility, identify optimization opportunities, and reduce unnecessary spend.
- Empower the marketing team with clear, actionable insights to cut paid ads where organic is strong, improve SEO where needed, and maximize the impact of every keyword dollar spent.

# **Key Findings – What the Data Told Us**

### - Organic vs Paid Gaps:

- 40% of keywords show high Organic\_Score but low Paid\_Score → under-leveraged SEO wins
- 25% of mid-tier keywords deliver ROI < 1.0 → "monitor or deprioritize"

### Top-Tier Paid Efficiency:

- Top 15% paid keywords generate 60% of paid-driven revenue with only 35% of spend

#### - ROI Thresholds:

- Conservative (ROI ≥ 1.5) yields highest-confidence cuts
- Balanced (ROI ≥ 1.2) captures +20% more marginally profitable keywords



## **Actionable Recommendations**

- **Cut or reduce paid ads** on:
- Keywords with ROI below 1.2
- Keep paying or invest more:
- Keywords with ROI ≥ 1.2 (clear returns)
- Prioritize SEO investment:
- For keywords where paid clicks convert, but organic traffic is underdeveloped
- We've labeled every keyword in your dataset with one of 6 actionable categories

canonical_keyword_x	Business_Label_Final
emergency response guide book	Weak moderate – deprioritize but monitor
emergency response guidebook	Strong in both → cut/reduce paid
how to ship a car battery	Weak moderate – deprioritize but monitor
hazardous waste label	Strong in organic, not paid → invest in paid
dangerous good declaration software	Weak moderate – deprioritize but monitor
oxidizer placard	Weak moderate – deprioritize but monitor
dangerous good training online	Weak very low – drop or archive
overpack label	Strong in organic, not paid → invest in paid
oxidizer label	Weak moderate – deprioritize but monitor
packaging for large lithium battery	Weak very low – drop or archive
cargo container seal	Weak moderate – deprioritize but monitor
high security seal	Weak very low – drop or archive
hazmat online training	Strong in organic, not paid → invest in paid
placard	Strong in both → cut/reduce paid

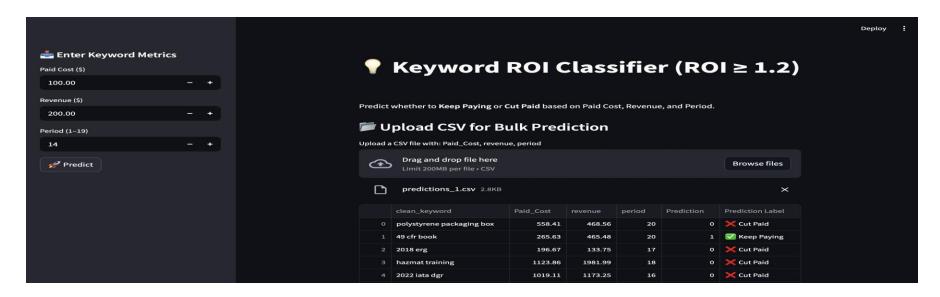


# **Estimated Cost Savings and Gains**

- Estimated cost reduction potential: **15–25**% of total paid keyword spend
- \delta Example: If annual paid spend = \$200,000
  - → \$30K-\$50K in savings by cutting low-ROI/duplicative keywords
- Opportunity to increase ROI by 10–20% by reallocating to top performers
- **o** Smart reallocation means **same spend, better outcomes**
- Insights are ready to act on today using the tool we built



### What We've Delivered and How to Use It



- Streamlit App that allows your team to:
  - Upload keyword data
  - Instantly get "Keep Paying" vs "Cut Paid" labels
  - Export decisions to CSV
- Keyword labels by business category:
  - "Strong in Organic, Not Paid", "Weak Very Low", etc.
- Trained ML model (XGBoost), code, and documentation provided

